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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/829,135	04/21/2004	Jeffrey Dunmire	JSCOTT.0002P	5469
32856	7590	10/22/2007	EXAMINER	
WEIDE & MILLER, LTD. 7251 W. LAKE MEAD BLVD. SUITE 530 LAS VEGAS, NV 89128				LAVINDER, JACK W
ART UNIT		PAPER NUMBER		
3677				
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10/22/2007		PAPER		

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

<b>Office Action Summary</b>	<b>Application No.</b>	<b>Applicant(s)</b>
	10/829,135 /Jack W. Lavinder/	DUNMIRE, JEFFREY Art Unit 3677

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

#### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

- 1) Responsive to communication(s) filed on 25 July 2007.
- 2a) This action is FINAL.                    2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

- 4) Claim(s) 1,4,10-19 is/are pending in the application.
  - 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) Claim(s) \_\_\_\_\_ is/are allowed.
- 6) Claim(s) 1,4 and 10-19 is/are rejected.
- 7) Claim(s) \_\_\_\_\_ is/are objected to.
- 8) Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on \_\_\_\_\_ is/are: a) accepted or b) objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
    - a) All    b) Some \* c) None of:
      1. Certified copies of the priority documents have been received.
      2. Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
      3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- \* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

- 1) Notice of References Cited (PTO-892)
- 2) Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) Information Disclosure Statement(s) (PTO/SB/08)  
Paper No(s)/Mail Date \_\_\_\_\_
- 4) Interview Summary (PTO-413)  
Paper No(s)/Mail Date. \_\_\_\_\_
- 5) Notice of Informal Patent Application
- 6) Other: \_\_\_\_\_

**DETAILED ACTION**

***Claim Rejections - 35 USC § 103***

1. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

2. Claims 1 and 10-11 have been rejected under 35 U.S.C. 103(a) as being unpatentable over [www.fdp-magnetics.com](http://www.fdp-magnetics.com) webpage copyrighted 2000-2002 in view of Fontana, 4625508.

The webpage discloses a silver/gold link bracelet with magnets embedded behind each link (non-oval link) wherein the front face of the magnets are generally coplanar with the rear face of the link. The reference also discloses a clasp on each end of the plurality of links. The webpage fails to disclose the bracelet being made from titanium.

Fontana disclose a bracelet that can be made from titanium (col. 1, lines 35-45). Therefore, it would have been obvious to make the bracelet describe and shown in the webpage from titanium in order to produce a lighter and more wear resistant bracelet. The webpage discloses a silver/gold link bracelet with magnets embedded behind each link wherein the front face of the magnets are generally coplanar with the rear face of the link. The webpage fails to disclose the relative size of the face of the magnet compared to the face of the whole link, i.e., the claim calls for the face of the magnet to be at least 50 or at least 75% of a total area comprising the rear of the main body and the face of the magnet.

With regard to the relative size of the magnet to the surface area of the link, the webpage discloses various size relationships between the link's surface area and the magnet's surface area. In order to increase the magnetic effect of the bracelet one skilled in the art would increase the size and surface area of the magnet, i.e. exposed surface area, and invariably increase the ratio between the surface area of the magnet and the surface area of the link. It would have been obvious to a person having ordinary skill in the art to use a larger magnetic surface area to provide an increase in the magnetic field delivered to the wearer. This increase would improve the alleged health benefits derived from wearing the bracelet.

3. Claims 4 and 12-19 have been rejected under 35 U.S.C. 103(a) as being unpatentable over www.fdp-magnetics.com webpage copyrighted 2000-2002 in view of Fontana, 4625508 and Kundert, 2775093. The webpage discloses using a circular shape magnet in the rear surface of the link, but fails to disclose the claimed oval shaped magnet. The shape of the magnet is considered to be an obvious design choice. It would have been obvious to a person having ordinary skill in the art to change the shape of FDP's magnet to an oval shape in order to change the aesthetics of the bracelet and to increase and optimize the surface area of contact between the magnet and the wearer's skin to improve the alleged health benefits to the wearer. One of ordinary skill in the art would know to increase the magnetic surface of the magnet by changing the shape of the magnet in order to optimize the amount of available space provided on the rear of the link. If the available surface area of the link is substantially square, a circular shaped or square shaped magnetic would optimize the available

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space needed to provide the optimal magnetic surface area. If the available surface area of the link is substantially rectangular, an oval shape or a rectangular shaped magnetic would optimize the available space needed to provide the optimal magnetic surface area. There are at least two reasons for optimizing the surface area of the magnetic face on the link. The first reason would be to provide more magnetic surface contact with the skin of the wearer, which **allegedly** produces more beneficial health affects to the wearer. The second reason would be to improve or change the aesthetical appearance of the bracelet. Kundert discloses that the shape of the link can be changed from a circular shape to an oval shape in order to improve or change the aesthetical appearance of the chain.

***Response to Arguments***

4. Applicant's arguments filed 7/25/2007 have been fully considered but they are not persuasive. Applicant has not changed the claims and therefore, the same response applies as was set forth in the previous office action (repeated below).

5. The applicant argues that the website, www.fdp-magnetics.com, is not valid as prior art. It is unclear what date the website was published and therefore does not predate applicant's filing date and cannot be used as a reference.

The internet provides a website to established the date of publication of a website. The website can be found at http://www.archive.org/index.php. This website allows the user to determine the earliest publication date of the webpage. Copies of the findings are enclosed. After entering www.fdp-magnetics.com into the archive webpage, a webpage (the attached webpage with a handwritten zero in the upper left corner) shows a listing of all the webpages and

their publication dates. Clicking on the link, Dec 03, 2000 (date of publication), takes you to the webpage marked with a numeral one in the upper left corner. This webpage shows a bracelet (marked with the letter A) with magnets mounted in the links. Clicking on this picture takes you to the webpage with a handwritten letter A in the upper left corner. This webpage shows that a men's magnetic link bracelet having magnets embedded in the back of the link with a surface coplanar with the rear surface of the link was published on the internet on 12/11/2000 (see bottom of page and the initial webpage marked with the numeral zero published 12/3/2000). Clearly, there is no discrepancy with the date in which the webpage was published, i.e., sometime in December 2000, which predates applicant's filing date by about two and a half years. Therefore, it can be used as prior art in rejecting applicant's claims.

The applicant argues that it is non-obvious to use a solid titanium link, when arguing the 103 rejections based on FDP Magnetics in view of Fontana. The applicant refers to the Declaration of Jeffrey Dunmire to overcome this part of the rejection. The modifying reference to Fontana discloses that titanium affords the bracelet lightness and a remarkable degree of resistance to wear. These are the reasons one of ordinary skill in the art would use titanium for forming the links of a bracelet. The declaration discusses solving a different problem, i.e., overcoming problems associated with plated metals, with the use of titanium links. The declaration fails to discuss why it wouldn't have been obvious to make the combination of references in rejecting the claimed invention. Therefore, the rejection is still deemed to be a proper 103 combination rejection, which discloses applicant's claimed invention.

The applicant argues on page 9 of their remarks that the Examiner "asserts that it would be obvious to change the shape of the links to oval, and thus provide corresponding oval

magnets..." The examiner has never made this argument or rejection. The rejection of claims 4, 12, and 15 states

"The webpage discloses using a circular shape magnet in the rear surface of the link, but fails to disclose the claimed oval shaped magnet. The shape of the magnet is considered to be an obvious design choice. It would have been obvious to a person having ordinary skill in the art to change the shape of FDP's magnet to an oval shape in order to change the aesthetics of the bracelet and to increase and optimize the surface area of contact between the magnet and the wearer's skin to improve the alleged health benefits to the wearer. One of ordinary skill in the art would know to increase the magnetic surface of the magnet by changing the shape of the magnet in order to optimize the amount of available space provided on the rear of the link. If the available surface area of the link is substantially square, a circular shaped or square shaped magnetic would optimize the available space needed to provide the optimal magnetic surface area. If the available surface area of the link is substantially rectangular, an oval shape or a rectangular shaped magnetic would optimize the available space needed to provide the optimal magnetic surface area. There are at least two reasons for optimizing the surface area of the magnetic face on the link. The first reason would be to provide more magnetic surface contact with the skin of the wearer, which **allegedly** produces more beneficial health affects to the wearer. The second reason would be to improve or change the aesthetical appearance of the bracelet. Kundert discloses that the shape of the link can be changed from a circular shape to an oval shape in order to improve or change the aesthetical appearance of the chain."

There is nothing in this rejection stating that it would be obvious to change the links to an oval and thus provide corresponding oval magnets. In fact, this structure, an oval link with an oval shaped magnet has not been claimed. In the rejection, the examiner is showing that it would have been obvious to a person having ordinary skill in the art to change the shape of the magnet in order to optimize the exposure of the magnet to the wearer's skin or to just change the aesthetics of the bracelet as shown in Kundert. Kundert is applied to show that the aesthetics of the links can be changed from one shape to another. Kundert is not being used to show any relationship between the surface area of the magnet as compared to the surface area of the link.

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Kundert is only used to show that a change in shape of a link in a linked bracelet is old and well known.

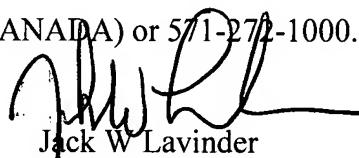
The applicant also argues that the link/magnetic surface area ratio is non-obvious as discussed in the Declaration of Jeffrey Dunmire. The declaration states that increasing the surface area of the magnet as compared to the surface area of the link produces an increase in the magnetic therapy benefits of the jewelry. This reason is a non-substantiated and non-credible reason. There is no body of evidence from a credible source that shows that magnetic therapy with a wrist bracelet produces benefits in the human body.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Jack W. Lavinder whose telephone number is 571-272-7119. The examiner can normally be reached on Mon-Friday, 9-4:00pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Judy Swann can be reached on 571-272-7075. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.



Jack W Lavinder  
Primary Examiner  
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10/1/2007